

Google Ads Impact Awards Official Rules For Advertiser Submissions

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. VALID IN SINGAPORE, MALAYSIA, INDONESIA, PHILIPPINES, THAILAND, PAKISTAN, VIETNAM, BANGLADESH AND SRI LANKA ONLY .

ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. The

Google Ads Impact Awards (the “Contest”) is an awards program where in-house marketers (“Entrants”) employed by direct advertisers (“Advertiser”) who would like to be considered for an award must submit an electronic entry form at : <https://business.google.com/us/accelerate/ads-impact-awards> . The entry will be evaluated by judges, who will choose the winning entry in accordance with these Official Rules (“Rules”). The prize(s) will be awarded to participant(s) whose entry is evaluated as having the highest score in the judging criteria. See below for the complete details.

1. BINDING AGREEMENT: In order to enter the Contest, you must agree to these Rules . Therefore, please read these Rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in these Rules unless you agree to these Rules. These Rules form a binding legal agreement between you and Google with respect to the Contest (“Agreement”).

2. ELIGIBILITY: To be eligible to enter the Contest, you must be: (1) a legal resident of and physically located in Singapore, Malaysia, Indonesia, Philippines, Thailand, Pakistan, Vietnam, Bangladesh or Sri Lanka. (2) above the age of majority in the state or jurisdiction where you reside at the time of entry; and (3) not a person or entity under U.S. export controls or sanctions. Contest is void where prohibited by law. Employees, interns, contractors, and official office-holders of Google, Accenture, and their parent companies, subsidiaries, affiliates, and their respective directors, officers, employees, advertising and promotion agencies, representatives, and agents (“Contest Entities”), and members of the Contest Entities’ and their immediate families (parents, siblings, children, spouses, and life partners of each, regardless of where they live) and members of the households (whether related or not) of such employees, officers and directors are ineligible to participate in this Contest. Sponsor reserves the right to verify eligibility and to adjudicate on any dispute at any time.

As you are entering on behalf of the Advertiser and designating team members for credit (the “Team”), these rules are binding on you, individually, and/or your employer. If you are acting within the scope of your employment, as an employee, contractor, or agent of another party, you warrant that such party has full knowledge of your actions and has consented thereto, including the Advertiser’s potential receipt of a prize. You further warrant that your actions do not violate your employer’s or company’s policies and procedures.

3. SPONSOR: The Contest is sponsored by Google Asia Pacific Pte. Ltd. (“Google” or “Sponsor”), a Singapore incorporated company with principal place of business at 70 Pasir Panjang Road, #03-71, Mapletree Business City II Singapore 117371.

4. CONTEST PERIOD: The Contest begins at 12:00:00 A.M. GMT +8 on **July 7, 2026 and ends at 11:59:59 P.M. GMT +8** on August 11, 2026 (“Submission Period”). ENTRANTS ARE RESPONSIBLE FOR DETERMINING THE CORRESPONDING TIME ZONE IN THEIR RESPECTIVE JURISDICTIONS.

5. HOW TO ENTER: NO PURCHASE NECESSARY TO ENTER OR WIN. The Contest is open to Accelerate with Google account holders only. To create an account, visit: <https://business.google.com/en-all/accelerate/onboarding/> and follow the instructions for onboarding, or sign into your existing account. Accelerate with Google sign up is free of charge.

To enter the Contest, you must sign in to your Accelerate with Google account to access and submit an electronic entry form (“Entry Form”) on the Contest Site:

- Singapore, Malaysia, Philippines, Pakistan (English) Contest Site:
<https://business.google.com/en-all/accelerate/apac-ads-impact-awards>
- Indonesia (Bahasa Indonesia) Contest Site:
<https://business.google.com/id/accelerate/ads-impact-awards/>
- Thailand (Thai) Contest Site:
<https://business.google.com/th/accelerate/ads-impact-awards/>
- Vietnam (Vietnamese) Contest Site:
<https://business.google.com/vn/accelerate/ads-impact-awards/>

during the Submission Period, and follow the instructions for submitting an entry that complies with the Submission Requirements described below (as determined by Google in its sole and absolute discretion). You may submit an Entry to one or more of the categories listed in the table of Section 7 (Judging), subject always to a LIMIT OF ONE (1) ENTRY PER PERSON PER CATEGORY.

Subsequent entries will be disqualified. All entries must be received by 11:59:59 p.m. GMT +8 on August 11, 2026. Entries are void if they are in whole or part illegible, incomplete, damaged, altered, counterfeit, obtained through fraud, or late. All entries will be deemed made by the authorized account holder of the email address submitted at the time of entry, and the potential winner may be required to show proof of being the authorized account holder for that email address. The “authorized account holder” is the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email address for the domain.

6. SUBMISSION REQUIREMENTS.

As described in the Entry Form, Advertisers will be required to:

(a) submit a customer Case Study (“Case Study”) for each entry, subject always that the work described in the Case Study must have been delivered within the preceding twelve (12) month period before July 7, 2026. Case Studies describing work delivered outside this period should not be submitted, and will not be considered for evaluation; and

(b) include the following information

- Entrant’s Information:

- Full Name
- Email
- Company Name
- Campaign Name (as listed in your Google Ads Account)
- Google Ads Account ID (Provide the Google Ads customer ID associated with your campaign entry. Learn how to find your Google Ads customer ID),

for consideration in one or more of the awards categories described below.

- Category-specific Case Study questions:

Category Name	Case Study Questions
Data Innovation Award	<ul style="list-style-type: none"> ● Challenge: In 50–150 words, outline the campaign objective, main challenge, and starting point for measurement/audience setup. ● Approach: In 50–400 words, describe your data strategy. How did you leverage insights from Google Ads’ AI-powered measurement solutions to inform your campaign strategy and performance optimization? ● Results/Impact: In 50–250 words, outline the impact of your AI-driven data strategy, highlighting what made it an exceptional campaign worthy of the Data Innovation Award. <p>Include any metrics that demonstrate measurable improvements against business KPIs, including increase in customer value and quality.</p>
International Growth Award	<ul style="list-style-type: none"> ● Challenge: In 50–150 words, outline the main objective of expanding internationally. What was the key insight that led you to target new markets? ● Approach: In 50–400 words, describe your overall strategy for entering and scaling in new countries or regions. How did you use Google Ads solutions to support growth in new markets? ● Results/Impact: In 50–250 words, outline the impact of your international growth strategy, highlighting what made it an exceptional campaign worthy of the International Growth Award. <p>Include key metrics that demonstrate</p>

	visible strengthening of market presence and customer growth in new countries or regions (i.e., demonstrated growth in export performance).
App Growth	<ul style="list-style-type: none"> • Challenge: In 50–150 words, outline the business objective and what app(s) you were looking to grow. • Approach: In 50–400 words, describe your strategy. How did you use AI-powered solutions in Google Ads to support mobile app growth? • Results/Impact: In 50–250 words, outline the impact of your app growth strategy, highlighting what made it an exceptional campaign worthy of the App Growth award. <p>Include key metrics that demonstrate improvements in key media and business KPIs, including increase in reach, relevance and/or customer value.</p>

- **Team Credit:**
 - Team Credit [optional]: List up to 5 team members who were instrumental to the campaign. Include full name and title of all team members.
 - Contributing agencies [optional]

Entries should show these capabilities through the work that the Advertiser delivered in the last year, as well as other accomplishments that reflect innovative thinking and an outsized impact on their organizations. All categories are available to Entrants who are directly responsible for the implementation and management of the Advertiser's Google Ads campaigns, and contributing significantly to the campaign strategy.

The Submission must also meet the following criteria ("Submission Requirements"):

- (a) It must not be derogatory, offensive, threatening, defamatory, disparaging, libelous or contain any content that is inappropriate, indecent, sexual, profane, indecent, tortuous, slanderous, discriminatory in any way, or that promotes hatred or harm against any group or person, or otherwise does not comply with the theme and spirit of the Contest.
- (b) It must not contain content, material or any element that is unlawful, or otherwise in violation of or contrary to all applicable federal, state, provincial or local laws and regulations the laws or regulations in any state where Entry is created.
- (c) It must not contain any content, material or element that displays any third party advertising, slogan, logo, trademark or otherwise indicates a sponsorship or endorsement by a third party, commercial entity or that is not within the spirit of the Contest, as determined by Sponsor, in its sole discretion.

(d) It must be an original, unpublished work created solely by the Entrants or their Team and must not contain, incorporate, or utilize any material owned or controlled by a third party without express written permission. The entrant, representing their company, confirms that they have secured all required rights and licenses to use any third-party elements within the Submission.

(e) It cannot contain any content, element, or material that violates a third party's publicity, privacy or intellectual property rights.

(f) It cannot be longer than the word number limit per section as specified below. If it's longer than this, only the first words up to the specified word count will be evaluated.

During the Contest period, the Sponsor, its agents and/or the Judges (defined below) will be evaluating each Submission to ensure that it meets the Submission Requirements. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who submits an Entry that does not meet the Entry Requirements.

7. JUDGING: Each entry will be judged by a panel of experts consisting of employees of Sponsor, Accenture, and other external industry partners to be appointed by the Sponsor ("Judges"). On or about September 1, 2026, each Entry will be evaluated by the Judges based on the following criteria:

Category Name	Entries for this category will be evaluated on the following criteria:
Data Innovation Award <i>How are you using Google Ads data and AI to make data-driven decisions that improve campaign strategies and performance?</i>	<ul style="list-style-type: none">● Product usage: Demonstrated usage of the following Google Ads products, including:<ul style="list-style-type: none">○ Enhanced Conversions for Leads, Google Tag Gateway, Customer Match, and Google Analytics.● Problem-solving/strategy: A clear business objective and data/measurement challenge, and coherent data strategy designed to solve the challenge and better support optimisation.● Effective use of AI: Expertise in leveraging Google's AI-powered solutions to enhance measurement capabilities and extract deeper insights from campaign data.● Results/Impact: Clear, credible improvement in outcomes, including demonstrated improvements in performance on key KPIs and visible signs of better customer value and quality.
International Growth Award <i>How are you effectively navigating business</i>	<ul style="list-style-type: none">● Product usage: Demonstrate usage of a combination of AI-powered Google Ads solutions

<p><i>expansion and driving sustainable growth beyond borders?</i></p>	<ul style="list-style-type: none"> • Problem-solving/strategy: A clear international growth objective and expansion challenge, and a coherent market-entry and scaling strategy designed to grow exports and build a sustainable presence in new countries or regions. • Effective use of AI: Expertise in leveraging Google's AI-powered solutions to identify, reach, and grow high-value customers across markets while optimising for export growth and efficiency. • Results/impact: Clear, credible improvement in outcomes, including demonstrated growth in export performance and visible strengthening of market presence and customer adoption in new countries or regions.
<p>App Growth Award</p> <p><i>How have you leveraged Google's App Ads and measurement to drive enhanced in-app value and business impact?</i></p>	<ul style="list-style-type: none"> • Product usage: Demonstrate usage of a combination of AI-powered Google Ads solutions • Problem-solving/strategy: A clear business objective and ambitious marketing challenge, and a coherent AI-first strategy that combines several Google Ads solutions across the funnel to address that challenge. • Effective use of AI: Expertise in orchestrating Google's AI-powered solutions so they work together in a coordinated way to push beyond what more traditional or single-product approaches could achieve. • Results/impact: Clear, credible improvement in outcomes, including strong gains in key KPIs and visible signs that this AI-led approach delivered impact that would have been difficult to reach with conventional strategies.

After the Submission Period, the entries will be judged by an initial panel consisting of Accenture and the duly appointed external industry partners ("Round One"), which will evaluate the entries in accordance with the criteria set out in these Terms. These Round One judges will agree on the shortlist of submissions to send to a final jury which will be composed of Google employees ("Final Jury"), who will also evaluate the shortlisted entries in accordance with the criteria set out in these Terms. Entries scoring the most points within each category will be reviewed and approved by the Final Jury to determine the winners.

On or about October 28, 2026, the potential winner(s) will be selected and notified by telephone and/or email, at Sponsor's discretion. If a potential winner does not respond to the notification attempt within 3 days from the first notification attempt, then such potential winner will be disqualified and an alternate potential winner will be selected from among all eligible entries received based on the judging criteria described herein. With respect to notification by telephone, such notification will be deemed given when the potential winner engages in a live conversation with Sponsor or when a message is left on the potential winner's voicemail service or answering machine by the Sponsor, whichever occurs first. Except where prohibited by law, each potential winner may be required to sign and return a Declaration of Eligibility and Liability and Publicity Release and provide any additional information that may be required by Sponsor. If required, potential winners must return all such required documents within 3 days following attempted notification or such potential winner will be deemed to have forfeited the prize and another potential winner will be selected based on the judging criteria described herein. All notification requirements, as well as other requirements within these Rules, will be strictly enforced.

In the event that no Entries are received, no prize will be awarded. Determinations of judges are final and binding.

8. PRIZES: The Winner of each Award in each case will be presented with a trophy. Winners will also be amplified/featured on Google's social media pages and website. They will also receive promotional assets and will be invited to promote their Award-winning status on their own social media channels. This is subject to (i) Google's brand usage guidelines which will be provided to them, and (ii) the exact usage being approved first by Google in writing. Odds of winning any prize depends on the number of eligible entries received during the Contest period and the skill of the entrants. The prizes will be awarded on or after November 12, 2026, but before December 31, 2026. No transfer, substitution or cash equivalent for prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, in whole or in part, of equal or greater monetary value if a prize cannot be awarded, in whole or in part, as described for any reason. Value is subject to market conditions, which can fluctuate and any difference between actual market value and ARV will not be awarded. The prize(s) may be subject to restrictions and/or licenses and may require additional hardware, software, service, or maintenance to use. The winner shall bear all responsibility for use of the prize(s) in compliance with any conditions imposed by such manufacturer(s), and any additional costs associated with its use, service, or maintenance. Contest Entities have not made and Contest Entities are not responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize(s), regarding the use, value or enjoyment of the prize(s). The approximate retail value of the prize is indeterminate (the prize value is derived in part, from the value of the Award-winning status recognition).

10. TAXES: PAYMENTS TO POTENTIAL WINNERS ARE SUBJECT TO THE EXPRESS REQUIREMENT THAT THEY SUBMIT TO GOOGLE ALL DOCUMENTATION REQUESTED BY GOOGLE TO PERMIT IT TO COMPLY WITH ALL APPLICABLE STATE, FEDERAL, LOCAL, PROVINCIAL AND FOREIGN TAX REPORTING AND WITHHOLDING REQUIREMENTS. IF APPLICABLE, PRIZES WILL BE NET OF ANY TAXES GOOGLE IS REQUIRED BY LAW TO WITHHOLD. IF APPLICABLE, TAXES IMPOSED ON PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNERS. If applicable, in order to receive a prize, potential winners must submit the tax documentation requested by Google or otherwise required by applicable law, to Google

or the relevant tax authority, all as determined by applicable law, including, where relevant, the law of the potential winner's country of residence. The potential winners are responsible for ensuring that (s)he complies with all the applicable tax laws and filing requirements. If a potential winner fails to provide such documentation or comply with such laws, the prize may be forfeited and Google may, in its sole discretion, select an alternative potential winner.

11. GENERAL CONDITIONS: All federal, state, provincial and local laws and regulations apply. Google reserves the right to disqualify any entrant from the Contest if, in Google's sole discretion, it reasonably believes that the entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoys, abuses, threatens or harasses any other entrants, Google, or the Judges.

12. INTELLECTUAL PROPERTY RIGHTS: As between Google and the entrant, the entrant retains ownership of all intellectual and industrial property rights (including moral rights) in and to the Submission. As a condition of entry, entrant grants Google, its subsidiaries, agents and partner companies, a perpetual, irrevocable, worldwide, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, publicly perform, create a derivative work from, and publicly display the Submission (1) for the purposes of allowing Google and the Judges to evaluate the Entry for purposes of the Contest, and (2) in connection with advertising and promotion via communication to the public or other groups, including, but not limited to, the right to make screenshots, animations and Entry clips available for promotional purposes.

13. PRIVACY: Participant acknowledges and agrees that Google may collect, store, share and otherwise use personally identifiable information provided during the registration process and the contest, including, but not limited to, name, mailing address, phone number, and email address. Google will use this information in accordance with its Privacy Policy (<http://www.google.com/policies/privacy/>), including for administering the contest and verifying Participant's identity, postal address and telephone number in the event an entry qualifies for a prize.

Participant's information may also be transferred to countries outside the country of Participant's residence, including the United States. Such other countries may not have privacy laws and regulations similar to those of the country of Participant's residence.

If a participant does not provide the mandatory data required at registration, Google reserves the right to disqualify the entry. Participant has the right to request access, review, rectification or deletion of any personal data held by Google in connection with the Contest by writing to Google at this email impact-awards@google.com

14. PUBLICITY. By accepting a prize, entrant agrees to Sponsor and its agencies use of his or her name and/or likeness and Entry for advertising and promotional purposes without additional compensation, unless prohibited by law.

15. WARRANTY, INDEMNITY AND RELEASE: Entrants warrant that their Entry are their own original work and, as such, they are the sole and exclusive owner and rights holder of the submitted Entry and that they have the right to submit the Entry in the Contest and grant all required licenses. Each entrant

agrees not to submit any Entry that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret, privacy, publicity or confidentiality obligations; or (2) otherwise violates the applicable state or federal law.

To the maximum extent permitted by law, each entrant indemnifies and agrees to keep indemnified Contest Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each entrant agrees to defend, indemnify and hold harmless the Contest Entities from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys fees) arising out of or accruing from (a) any Entry or other material uploaded or otherwise provided by the entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the entrant in connection with the Contest; (c) any non-compliance by the entrant with these Rules; (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the entrant's involvement with the Contest; and (e) acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest. Entrant releases Google from any liability associated with: (a) any malfunction or other problem with the Contest Site; (b) any error in the collection, processing, or retention of entry information; or (c) any typographical or other error in the printing, offering or announcement of any prize or winners.

16. ELIMINATION: Any false information provided within the context of the Contest by any entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination of the entrant from the Contest.

17. INTERNET: Contest Entities are not responsible for any malfunction of the entire Contest Site or any late, lost, damaged, misdirected, incomplete, illegible, undeliverable, or destroyed Entry due to system errors, failed, incomplete or garbled computer or other telecommunication transmission malfunctions, hardware or software failures of any kind, lost or unavailable network connections, typographical or system/human errors and failures, technical malfunction(s) of any telephone network or lines, cable connections, satellite transmissions, servers or providers, or computer equipment, traffic congestion on the Internet or at the Contest Site, or any combination thereof, including other telecommunication, cable, digital or satellite malfunctions which may limit an entrant's ability to participate.

18. RIGHT TO CANCEL, MODIFY OR DISQUALIFY. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Google reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest. Google further reserves the right to disqualify any entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an entrant to deliberately damage any web site, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be

made, Google reserves the right to seek damages from any such entrant to the fullest extent of the applicable law. 19.

NOT AN OFFER OR CONTRACT OF EMPLOYMENT: Under no circumstances shall the submission of an Entry into the Contest, the awarding of a prize, or anything in these Rules be construed as an offer or contract of employment with either Google, or the Contest Entities. You acknowledge that you have submitted your Entry voluntarily and not in confidence or in trust. You acknowledge that no confidential, fiduciary, agency or other relationship or implied-in-fact contract now exists between you and Google or the Contest Entities and that no such relationship is established by your submission of an Entry under these Rules.

20. FORUM AND RECOURSE TO JUDICIAL PROCEDURES: To the fullest extent permitted by applicable law, these Rules and the Contest shall be governed by, subject to, and construed in accordance with the laws of the State of California, United States of America, without reference to its conflict of law principles. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

21. ARBITRATION: By entering the Contest, to the fullest extent permitted by applicable law, you agree that exclusive jurisdiction for any dispute, claim, or demand related in any way to the Contest will be decided by binding arbitration. To the fullest extent permitted by applicable law, all disputes between you and Google of whatsoever kind or nature arising out of these Rules, shall be submitted to final, binding arbitration under the International Centre for Dispute Resolution's International Arbitration Rules, subject to the Expedited Procedures in force as of this Agreement's effective date, regardless of the amount in dispute. The arbitration will be conducted in English by one arbitrator in Santa Clara County, California, USA, which will be the seat of arbitration. The arbitration is confidential information (including the arbitration's existence and any oral or written information related to it). However, the parties may disclose to a competent court information necessary to execute any arbitral decision, but only if the confidentiality of those materials is maintained in those judicial proceedings. The arbitrator may only issue its award based on law, not in equity. Each party will bear its own lawyers' and experts' fees and expenses, regardless of the arbitrator's final decision regarding the dispute.

22. LANGUAGE:

In the event of any discrepancy or inconsistency between the terms of these English Rules and any related materials (including, but not limited to: the website, non-English translations of these Rules, point of sale, television, print or online advertising, any instructions or interpretations of these Rules given by an employee or other representative of Google) then the terms of these English Rules shall prevail, govern and control to the fullest extent permitted by law.

23. WINNER'S LIST: You may request a list of winners after November 12, 2026 but before December 31, 2026-by sending a self addressed stamped envelope to:

Google Asia Pacific Pte. Ltd..

70 Pasir Panjang Road, #03-71, Mapletree Business City II Singapore 117371